

MEDIA AS A FORCE FOR GOOD AND A FORCE FOR GROWTH



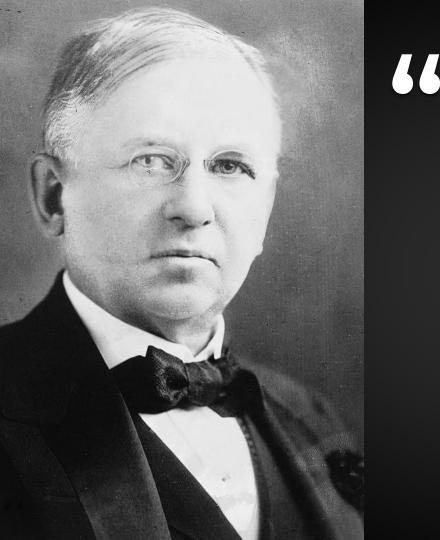
Chief Brand Officer

ANA Media & Measurement Conference September 23, 2020

FORCE FOR **GOOD**

FORCE FOR **GROWTH**





HALF THE MONEY **ISPENDON** ADVERTISING IS WASTED; THE TROUBLE IS I DON'T KNOW WHICH HALF.

JOHN WANAMAKER



LEAD

CONSTRUCTIVE DISRUPTION

TO TRANSFORM MEDIA INTO A FORCE FOR GOOD AND A FORCE FOR GROWTH

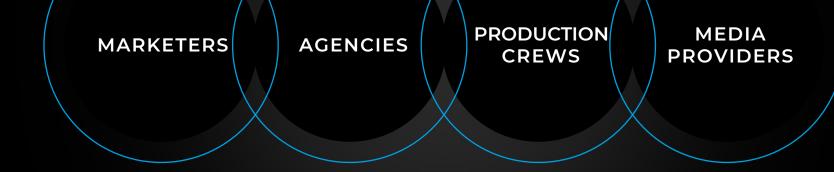
CONSTRUCTIVE DISRUPTION





LEAD CONSTRUCTIVE DISRUPTION TO TRANSFORM MEDIA INTO A FORCE FOR GOOD AND A FORCE FOR GROWTH

STEP





50% WOMEN | 50% MEN



40% MULTICULTURAL

13% Black | 18% Hispanic | 6% Asian-Pacific | 2% Native American









	GOAL	BRAND	AGENCY	PRODUCTION	MEDIA
WOMEN	50%	\checkmark	\checkmark	\checkmark	?
MULTICULTURAL	40%	Х	XX	?	?

ELIMINATE SYSTEMIC INEQUALITIES

ELIMINATE SYSTEMIC INEQUALITIES

5% multicultural marketing spending

STEP



ELIMINATE SYSTEMIC INEQUALITIES

5% multicultural marketing spending

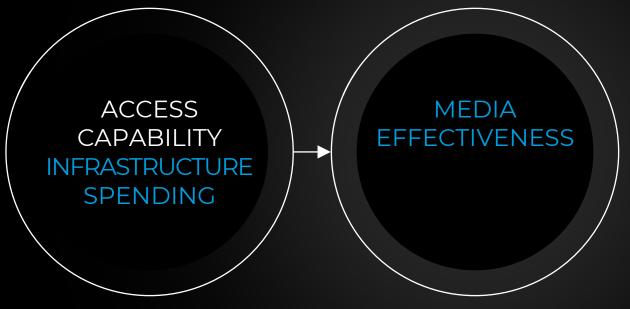
STEP

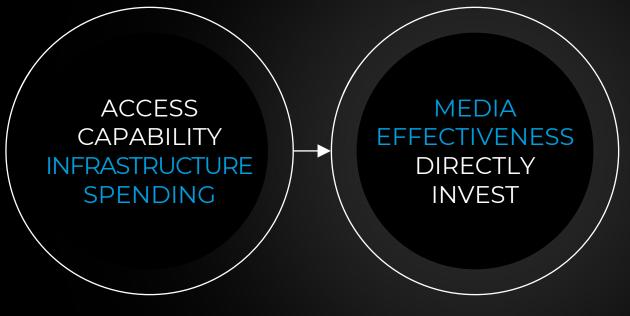
40% us multicultural population

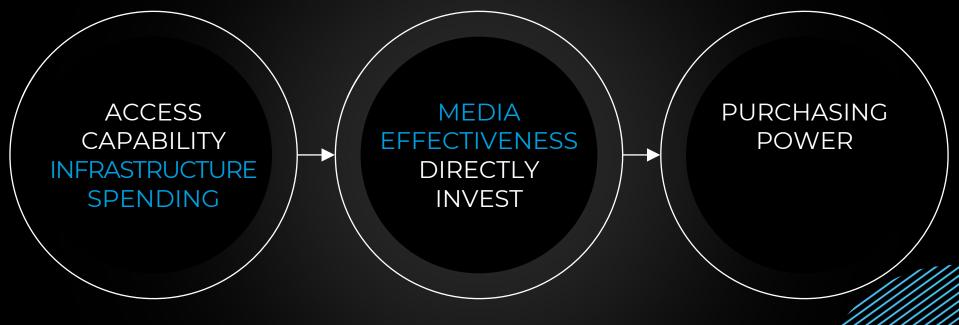


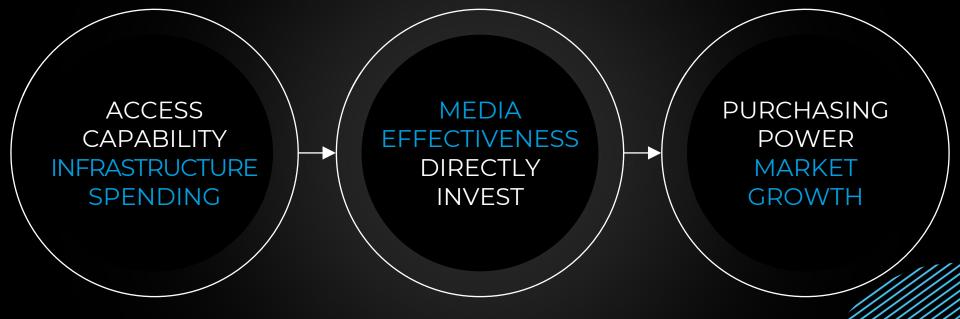
ACCESS CAPABILITY

ACCESS CAPABILITY INFRASTRUCTURE SPENDING



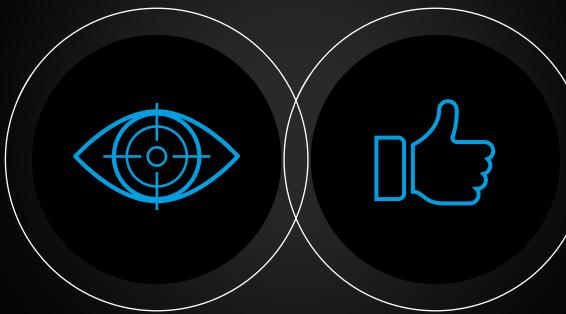








ACCURATELY PORTRAY ALL HUMANITY





ACCURATELY PORTRAY ALL HUMANITY

G

+10% TRUST

+20% PURCHASE



ACCURATELY PORTRAY ALL HUMANITY



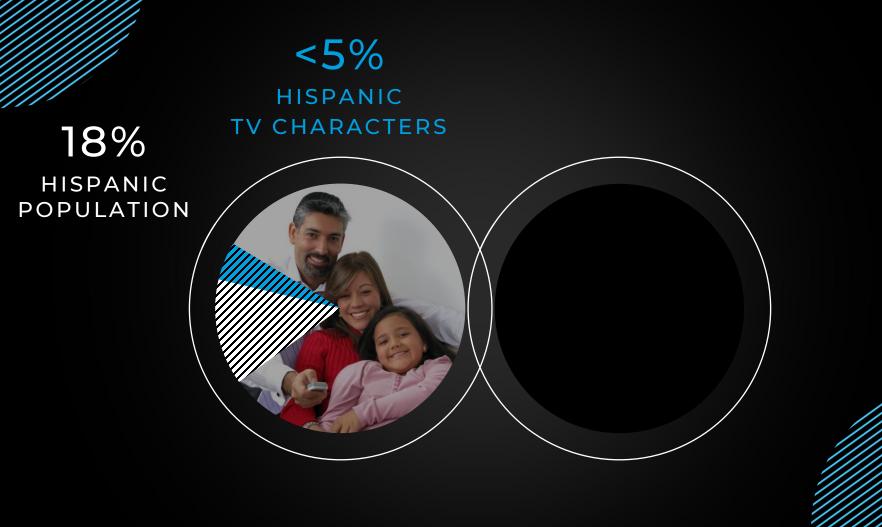
#SEEHER

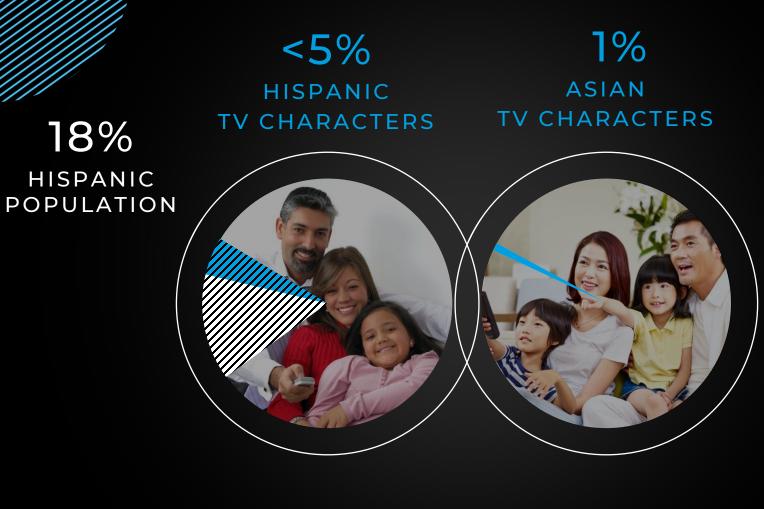
GOM 100% ADS WITH SCORE ABOVE 100

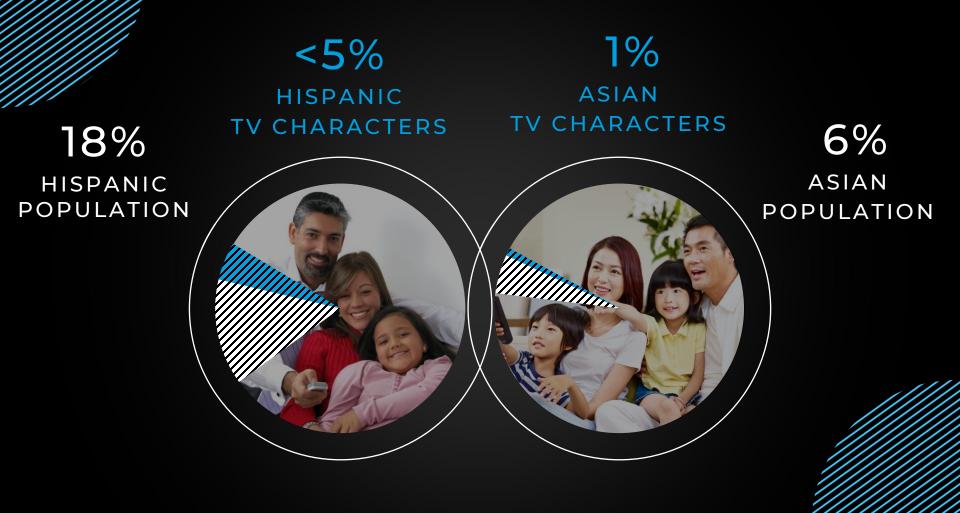
















ELIMINATE HATEFUL CONTENT ONLINE

ELIMINATE HATEFUL CONTENT ONLINE

GARM

ELIMINATING HATEFUL CONTENT SHOULD BE TABLE STAKES



30 YEARS



\$300 BILLION









UPFRONTS

RATINGS

RATES

RATINGS

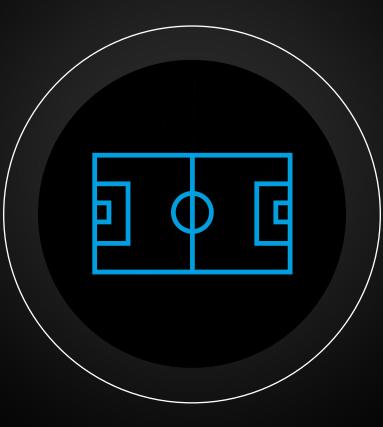
RATES

RATINGS

INFORMATION ASYMMETRY

FOMOs

LEVEL THE PLAYING FIELD





INFORMATION ASYMMETRY

Instagram

Pinterest

WhatsApp

~s

Hangours

R

~×

VouTube

Gmail

Email





CROSS-PLATFORM MEASUREMENT

PROGRAMMATIC MEDIA



PROGRAMMATIC MEDIA













SUNDAY, MARCH 29TH 9PM ET/6PM PT







FOX PRESENTS THE IHEART LIVING ROOM CONCERT FOR AMERICA

WATCH ON

FOX

SUNDAY, MARCH 29TH 9PM ET/6PM PT







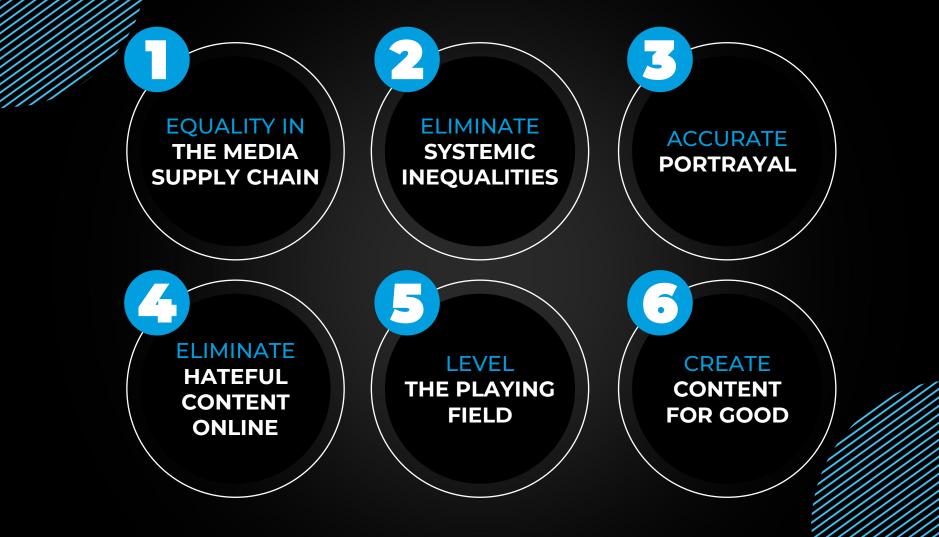












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Thank You